

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, April 14, 2021

Location: Heritage Center – County Boardroom

Present: J. Vetting, D. Pollen, J. Zipperer, R. Kohlbeck, B. Cavanaugh, K. Sitkiewitz, B. Palzewicz, J. Hawig, M. Plate, R. Zipperer, K. Behnke, M. Lentz, T. Dvorak, R. Voss, D. Newberg, B. Herr, K. Winkel, P. Soukup

**County Board
Supervisors
Present:**

**Absent & Excused:
Absent:**

Pledge of Allegiance

Called to Order Meeting called to order – 7:00pm.

Minutes Minutes were reviewed from the previous meetings. Motion was made by R Zipperer, seconded by Hawig to approve the previous meeting minutes. Motion carried unanimously.

Public Comment No public comment.

Review & Act on Subcommittee Recommendations:

A. Finance Subcommittee

1. ***Fireworks Contract; Outdoor-Indoor Vendor Fees – 2022; Admission Fees – 2022; Rainbow Valley Rides Contract; COVID-19 Impact on 2021 Fair Preparations; 2021 Budget***

Hawig reported on the following:

- Recommend approval of the Fireworks Contract Option A at \$7,000.
- Recommend approval to keep the Outdoor-Indoor vendor fees the same for 2022.

Motion was made by Hawig, seconded by Voss to approve the committee report and recommendation. Motion carried unanimously.

B. Operations Subcommittee

1. ***No Committee Meeting; Committee Update; Dairy Cattle Update – Liaison – Milk Parlor Supervisor; Market Animal Committee Meeting Update; Ice Center Operations Update; Working Group Updates-Brew Competition; Dairy Cattle (Ice Center) Show Ring; Education & Outreach- AG Adventureland Tent; Teeny Weeny Donut Contest; Celebrity Cream Puff Eating Contest; Fairest of the Fair; Ladies' Day Event; Thank a Farmer Banner; Youth Art Show; Veteran's Day; COVID-19 Impact on 2021 Fair Preparations***

Dvorak reported on the following:

- Paige Soukup will be the Dairy Cattle Liaison; Dan Strouf has accepted the Milk House Superintendent position.
- Brew Competition – working on sponsorships and paperwork.
- Teeny Weeny Donut and Celebrity Cream Puff – working on list.
- Fairest of the Fair – WOMT on May 20 and Deanna Backhaus, Brown County, interested in assisting on the working group.
- Youth Art Show – paperwork has gone out to the schools.
- Ladies Day Event – have an MC selected.

C. Entertainment/Vendors Subcommittee:

1. *Fireworks Contract; Polka Band Contracts; Location; COVID-19 Impact on 2021 Fair Preparations*

Voss reported on the following:

- Recommend approval of the Fireworks Contract Option A at \$7,000.
- Recommend approval of the Polka Bands not to exceed \$2,135.

Motion was made by Voss, seconded by Hawig to approve the committee report and recommendation. Motion carried unanimously.

D. Parking/Security Subcommittee:

1. *No Committee Meeting; Committee Update; Trailer Parking; Customer Parking; Parking Lot Staff Requirements; Shuttle Bus Parking-Hours; Parking Attendants-Civic Groups; Digital Signs*

Pollen reported that trailer parking will be the same as 2019.

E. Marketing-Advertising Subcommittee:

1. *No Committee Meeting; Committee Update; Social Media Update*

J. Zipperer reported that social meeting posts have been placed for April.

Review, Discussion and Possible Action on 2021 Fair Matters

A. *Beer and Soda Vendor Meeting – Update*

Voss reported that Coca Cola is the soda vendor and Larry's Distributing is the beer vendor for this year's fair.

B. *Fair Update*

No report.

Finance Director's Financial Report – Review; Capital Projects Update; COVID-19 Revenue Impact

Neuser reported on the Financial Reports included in the board packet.

Update and Possible Action on Other Fair, Expo Buildings, and Grounds Projects and Issues

A. *District 4 Meeting Update – Talk It Out Tuesday Update*

Dvorak reported on the District 4 Meeting noting that more information on 4-H rules and regulations will be coming out pertaining to gatherings and social distancing guidelines for exhibitors participating in 4-H.

B. *Website Updates*

Shelton reported on the county website updates including email and website address changes.

C. *Expo-Ice Center Month Events; Expo Grounds Update*

Shelton reported on Expo grounds upcoming events.

Adjournment

Motion was made by Plate, seconded by Newberg to adjourn at 7:40pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by J. Zipperer